

# ECONOMIC UPDATE

## NOVEMBER 2014

Visit us at

[www.stjohns.ca/st-johns-e-updates](http://www.stjohns.ca/st-johns-e-updates)  
to receive this newsletter in your inbox.



[www.facebook.com/CityofStJohns](http://www.facebook.com/CityofStJohns)



[www.twitter.com/CityofStJohns](http://www.twitter.com/CityofStJohns)

Engage! Task Force

### ECONOMIC INDICATORS

The New Housing Price Index for St. John's Metro was 151.0 in August 2014 up 0.1%\*

The Consumer Price Index for St. John's Metro was 128.8 in September 2014 up 1.9%\*

Retail trade for Newfoundland and Labrador was \$753 million in August 2014 up 4.2%\*

\* same month in the previous year.

### LABOUR FORCE CHARACTERISTICS

St. John's Metro, (seasonally adjusted, three-month moving average)

	August 14	Chg.*
Labour Force	116,600	1.2%
Unemployment Rate	6.5%	0.9pt
Employment Rate	64.7%	-0.5pt
Participation Rate	66.2%	0.1pt

\* same month in the previous year.

## CITY INITIATIVES

### City of St. John's Employer Recruitment Survey

The City of St. John's, as part of its efforts to further understand the recruitment practices and needs of local employers, has developed a short online survey. The attraction and retention of talent is a key component of the City's strategic economic plan – Roadmap 2021 -- and the information provided by this survey will help the City formulate appropriate projects and initiatives to support talent attraction efforts. Please take a moment to complete the survey at: [www.surveymonkey.com/s/recruitStJohns](http://www.surveymonkey.com/s/recruitStJohns). We will share results from the survey in upcoming editions of the Economic Update.

# Engage!

### Engage! St. John's

The Engage! St. John's Task Force Report was recently accepted by St. John's City Council. The report is comprehensive and includes a new policy direction for the City's

public engagement framework. Based on the International Association for Public Participation values, the policy is shaped around four core principles: commitment, accountability, clear and timely communication, and inclusiveness.

"Cities across the country are using public engagement as a way to better connect to their citizens. With this new policy direction, the City of St. John's is committed to building the capacity required to make this exciting initiative a great success," said Dennis O'Keefe, Mayor of the City of St. John's.

A task force of 25 citizens and representatives of community groups worked with city staff to craft the report. The Engage! St. John's Task Force Report provides a starting point for a new approach to public engagement, one that facilitates dialogue with the right people, using the right tools, at the right time, on topics of mutual interest. To read the full report, visit the [City's website](#).

# ST. JOHN'S

348 Water Street  
City of St. John's, P.O. Box 906  
St. John's, NL A1C 5M2  
(709) 576-8107  
[business@stjohns.ca](mailto:business@stjohns.ca)

## Business Approvals

Adelaide Oyster House

334 Water St.

Thai Express

Avalon Mall

Exhale Pilates and Yoga

3-11 Rowan St.

Fixed Coffee &amp; Baking

59 Harvey Rd.

Believe Fit

151 Water St.

New Home -  
Based Business

Catering business

34 Aldershot St.

Automotive business

4 Fahey St.

Splash n Dash triathlon

808 Southside Rd.

Total Year to Date 140

Regular 83

Home-based 57

## City Building Permits (Year-to-date as of October 28, 2014)

Type	2013	2014	% Variance
Commercial	\$88,055,000.00	\$154,703,000.00	76
Industrial	\$131,000.00	\$125,300.00	-4
Government/Institutional*	\$79,341,000.00	\$77,860,000.00	-2
Residential	\$144,639,000.00	\$125,571,000.00	-13
Repairs	\$4,205,000.00	\$4,793,000.00	14
Total	\$316,371,000.00	\$363,052,300.00	15

\* Government/institutional data doesn't include the full range of permit activity undertaken by the provincial government and its agencies.

## Upcoming Events

Geomatics Atlantic 2014	Nov 3-5	<a href="http://www.geoatlantic.org">www.geoatlantic.org</a>
NL Forum 2014	Nov 4-5	<a href="http://www.mun.ca/harriscentre">www.mun.ca/harriscentre</a>
BuildGreen Atlantic NL	Nov 13	<a href="http://www.cagbc.org/CAGBC/Chapters/Atlantic/BuildGreenAtlantic">www.cagbc.org/CAGBC/Chapters/Atlantic/BuildGreenAtlantic</a>
Start-up NL Weekend	Nov 14-16	<a href="http://stjohns.startupweekend.org">stjohns.startupweekend.org</a>
NLOWE workshop and luncheon with entrepreneur Cameron Herold	Nov 18	<a href="http://www.nlowe.org">www.nlowe.org</a>
Limitless Business Days: Bringing world-class experts home to St. John's!	Nov 19	<a href="http://www.goinfinitus.com">www.goinfinitus.com</a>
Craft Council Christmas Craft Fair	Nov 20-23	<a href="http://www.craftcouncil.nl.ca">www.craftcouncil.nl.ca</a>
NL Federation of Labour conference	Nov 23-25	<a href="http://www.nlfl.nf.ca">www.nlfl.nf.ca</a>
NOIA Fall Seminar: <i>Exploration and Seismic in NL</i>	Nov 25	<a href="http://www.noia.ca">www.noia.ca</a>
North Atlantic Fish & Workboat Show	Nov 28-29	<a href="http://www.masterpromotions.ca">www.masterpromotions.ca</a>
Downtown St. John's Christmas Parade	Nov 30	<a href="http://www.downtownstjohns.com">www.downtownstjohns.com</a>
Board of Trade Business Excellence Awards	Dec 3	<a href="http://www.bot.nf.ca">www.bot.nf.ca</a>

## BUSINESS BRIEFS

## St. John's -- most "entrepreneur-friendly" city in the Atlantic Provinces

St. John's is the only city in the Atlantic Provinces to land in the top ten of the 2014 Entrepreneurial Communities report released recently by the Canadian Federation of Independent Business (CFIB). St. John's received an overall score of 58 out of 100, on par with last year's results. The report used 14 indicators to determine which Canadian cities offer the best entrepreneurial environment. A variety of factors were considered: the number of self-employed people per total employed, business establishments per capita, business optimism, and the actions taken by local governments with respect to business taxation and regulation. Halifax's score dropped 8.3 points to 46.8, due to a drop in business optimism. Moncton and Charlottetown (with scores of 52.2 and 52.1, respectively) remained in the middle of the pack. Nationally, the Calgary periphery area had the top overall score of 70.8, up 3.2 points over 2013. One hundred and twenty of Canada's largest urban areas were covered by the report. View the full document at: [www.cfib.ca](http://www.cfib.ca)

ST. JOHN'S